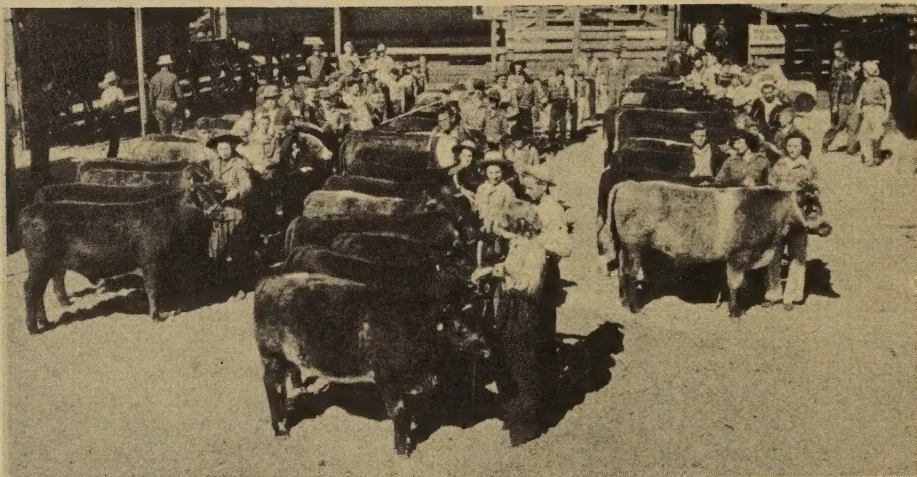


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Steps to Success





Leaders of Tomorrow

The future of America lies particularly in the hands of its future livestock leaders. This picture is typical of the part Club boys and girls now play in the great as well as small fairs of the nation. It is a class of Shorthorn steers at the 1946 Spokane (Wash.) Junior Livestock Show where 1,100 steers of all breeds competed. In the last two years Shorthorns have won more grand championships at this show than all other breeds combined, have had a higher percentage of choice steers, had highest selling steers, and the top dressing percentages.

Club work is the building of future citizens and leaders. Many prominent Shorthorn breeders today bought their first heifer with the money received from a Club steer. College educations have been made possible, home educations have been made more complete through modest investments in purebred Shorthorn heifers. Today 98 percent of the membership of the American Shorthorn Breeders' Association derive their chief source of livelihood from the sale of purebred Shorthorns.

STEPS TO SUCCESS



The successful exhibition of a steer to the grand or reserve grand championship of any show is an honor that every boy and girl is proud to attain. We have published this booklet in order to help you reach that goal. These steps illustrate the essentials in fitting and showing good steers to top awards. They produced champions in the hands of the man who originated them. They produced a champion again in 1946 at the Great Western Livestock Show for the originator's 13-year-old son. They influenced again the producing of the grand champion at the 1946 Chicago International in competition with 1,425 entries of all breeds.

Our desire to help you extends beyond making these steps to success available. We are ready to help you locate a Shorthorn steer to fit and show if you have trouble finding one in your own community, and there is NO CHARGE for this service. Write us if we can help you.

THE SHORTHORN CLUB
7 Dexter Park Ave. Chicago 9, Illinois



Start With the Right Kind

The performance of the modern type Shorthorn steer in meeting all competition under present market and showing demands is an enviable record. The balance and style of Shorthorn steers make them favorites with judges, and their easy-feeding, quiet dispositions make them favorites with their feeders. Their ability to turn grass, roughages and grain concentrates into prime beef faster than any other beef breed, gives them the added advantage of being ready for competition or market early, or of holding their bloom longer for more profitable later show or sale if necessary. However, before starting to feed your prospective Shorthorn champion, be sure he is of the ideal beef type commonly accepted by showing judges. To help you pick the right calf to start with, read our booklet, "Illustrated Lessons in Shorthorn Judging." It will be sent **FREE** on request.



STEPS TO SUCCESS

A SUMMARY OF THE METHODS

Used By ARTHUR MCARTHUR,
OKLAHOMA A AND M COLLEGE,

In Developing Champions

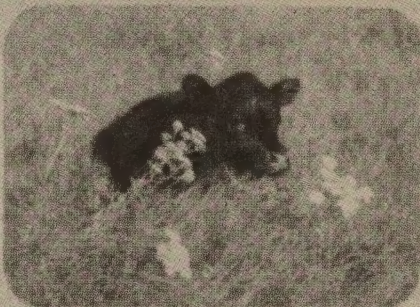


*Arthur McArthur with Ashbourne Orange,
1937 International Grand Champion steer.
A beautiful example of a perfectly fitted steer.*

IN ORDER to tell the boys and girls of America what are the necessary steps in the successful fitting and showing of steers for 4-H and Vocational Agricultural projects, a visit was made to Arthur McArthur, for thirteen years herdsman for the Oklahoma A. and M. College. During this time, he has fitted an International grand champion steer from each of the three major

beef breeds. Ashbourne Orange, the Shorthorn International grand champion won this award in 1937. at which time a group of three Shorthorn steers fitted by him for the Oklahoma A. and M. were declared grand champions over all breeds. In addition to this, Mr. McArthur has fitted dozens of first prize and champion steers at the leading shows of the country. His methods have proved suc-

**START RIGHT AND
YOU WILL NEVER
NEED TO BACK UP
AND START OVER
AGAIN**



● Selection of the calf is the most important step in fitting a champion. It's doubly hard to win a race without a good start.

● Calves born in the open are usually healthier. This little fellow knows nothing but an easy life with all of the milk he needs.

● Even, uniform body thickness is essential. Note the wide face, well shaped ears and broad muzzle. A straight leg on each corner.

● Select your calf for body balance. Evenly proportioned calves will keep their general conformation when they have been well fitted.

● Shorthorn cows produce lusty, modern type, good doing calves like this. Shorthorn cows give more than sufficient milk for their development.

cessful and we submit them with the assurance that you can be equally successful if you follow them carefully. A noted Chef once said, "The success of a dish depends upon how closely the cook follows *every detail* of a proven recipe." The success of steer feeding depends upon the close adherence to every detail of an approved program and this can be accomplished by intelligent, patient effort.

Heredity and environment are the two terms expressing the most influential factors in developing a grand champion. It is human nature to want to develop a champion. Necessarily, there cannot be many champions, but we must aim for the top regardless of the outcome.

The start of any race is of vital importance. That is why we stress starting with the right kind of a calf. We believe in picking them young and want our calf to show good-doing or good-feeding qualities by the time he is thirty days of age. He must have short, straight legs with a medium amount of bone. He must have a short, deep-sided body carrying good uniform width of top from front to rear and a short, well-set neck carrying a head of medium size and proportion with a full, prominent eye, large well-set ear and a good wide muzzle.

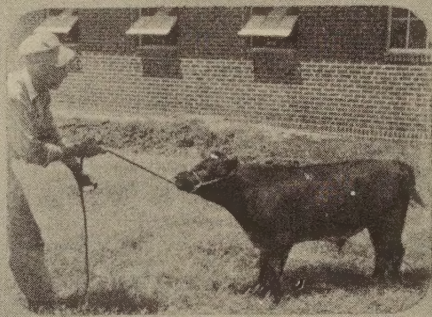
There are two methods of securing this kind of a calf for a feeding

Purebred Shorthorn cows on pasture. Shorthorns are the most efficient converters of grass into pounds of gain. Because of this, Shorthorns are the most economical and profitable farm cattle. How would you like to own a herd of beautiful cows like this?





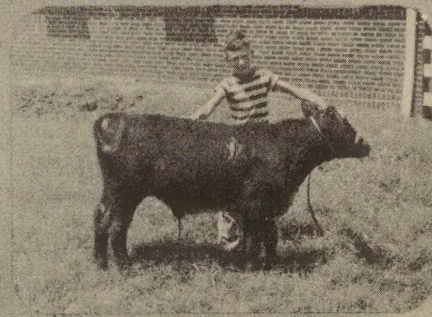
● Here is a likely looking prospect for a winning club steer. While he is thin, he is straight in his lines. Feed will make him fat.



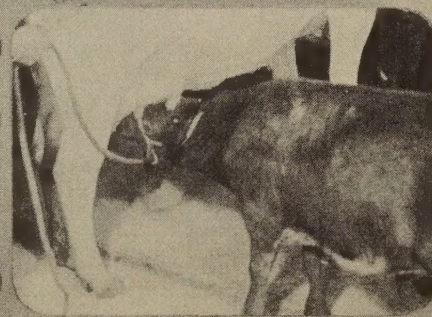
● Teach him to lead while young. Use a soft rope halter that will loosen up under his chin when there is no tension on the rope.



● Keep his head pointed toward you always if he makes a run to break away. This keeps him from getting started by giving you leverage.



● Let boy and calf get acquainted. Quiet handling and a little scratching will soon gentle any Short-horn calf. They all have quiet dispositions.



● There is no substitute for good milk for the growing calf. If necessary, provide a good nurse cow until your steer is ten months old.

project. One is to breed him on your farm. The other is to buy him from some established Shorthorn breeder. Just consider your own situation and decide for yourself which is the best way to proceed. If you live on an average corn belt farm you undoubtedly have grass and roughage that would support a unit of from two to five breeding Shorthorns. These can be purebreds purchased from a neighboring breeder or just good grade cows, the kind that can be picked up reasonably in your own community. They must be of good type, with good udders and showing as much quality as it is possible to secure. Get your father to help you buy a real Shorthorn bull, low-set, squarely made, with a good head, the modern compact kind that you can secure from established Shorthorn herds.

Thus equipped, you are in a position to produce your own steers. By retaining the best heifers to add to your herd or for replacement of inferior cows, it will prove surprising how rapidly you can assemble a top-notch herd of breeding Shorthorns that will grow into real value. And all the while, you can be producing steers to feed out for your 4-H or Vocational projects. It is just as simple to start a herd of purebreds as it is to breed grade cattle and with purebreds there is the added advantage of producing animals of much greater value.

There is no truer indication of rural prosperity, or a scene more pleasing to the eye, than a group of thick fleshed Shorthorn cows knee deep in pasture.



**THE GOLDEN RULE
MAKES AN IDEAL
GUIDE TO FOLLOW
WHEN CARING
FOR YOUR STEER**



● In order to keep an animal looking his best, he must be kept clean and his hide free from lice and any disease of the skin.

● Your wash rack should have a hard clean floor with good drainage. Use a chain to tie your steer as all rope shrinks when wet.

● Use a dry brush to work out all of the dirt possible. Brush down with the natural direction of the hair, and brush briskly.

● Next, wet the calf thoroughly all over his entire body including his face. Luke warm water loosens dirt better and will not chill the calf.

● Begin to soap immediately while the hair is still full of water. You must have plenty of water to make a loose, penetrating lather.

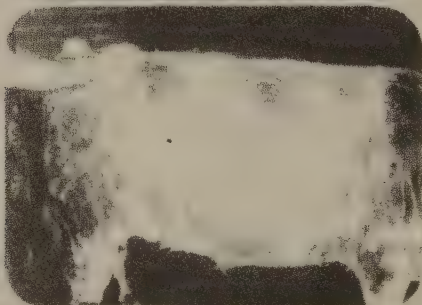
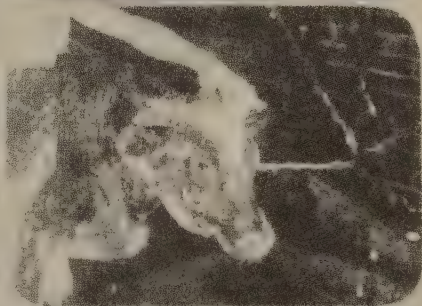
We know of many instances in which a boy added one purebred heifer or cow to his small unit of grade females and allowed her heifer calves to build up numbers in the herd. There is a little more work, a little more investment but much greater possibilities in building a purebred herd than in handling just grades. Just be sure you have the patience and energy necessary for such a challenge. Be sure you are cut out for that big a job. We do know that it is easier to produce choice steer calves economically under either the grade or purebred plan than it is to go out and buy them each year. And usually it is much less expensive as calves capable of becoming winners often cost from fifty to seventy-five dollars when weighing from two to three hundred pounds.

Many boys have taken advantage of the demand for good calves by producing them for fellow members who cannot build a breeding herd of their own. Perhaps your father will agree to help you with a similar project. Fathers usually make mighty good partners. Why not ask your Dad about this?



This champion carlot in the Shorthorn division at the 1946 Chicago Victory International Livestock Show, embodies the uniformity in type, color and conformation which is boosting Shorthorns so rapidly in popular favor throughout the nation as producers of prime commercial beef.

**IT'S A LOT OF
WORK TO DO THE
JOB RIGHT —
BUT THE
REWARDS ARE
MIGHTY SWEET**



● Any good brand of castile or hardwater soap will serve the purpose. You want a good-lathering brand that is not too harsh.

● Use a scrub brush with good stiff bristles to work the soap into the hair. Remember that the under side of your steer needs attention.

● Soap will help to clean horns and be sure to use the brush in his face. No steer is clean if his face is dirty — remember that.

● By soaping the entire body, working fast and carefully, a steer can be washed in fifteen minutes. Never wash them much longer.

● Next rinse the soap out with water. Hold the ear face down so that it will not get wet inside. Do not forget the under side of your steer.

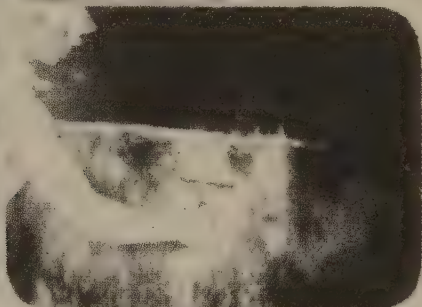
In the significant group of three steers and steer Get-of-Sire classes at the Chicago International, Shorthorns have won both groups over all breeds in four out of the last six officially held shows. Here are the 1940 winners exhibited by the Okla. A. & M. College. Shorthorns swept through single and group supreme championships over all breeds in the steer show at the 1946 International for the first time in its 47 year history that one breed won them all.



Do not lose any time getting your prospect started on feed. We all know that the best feed for a growing calf is his mother's milk, providing that she gives him enough. The dam of the little calf pictured at the start of this series, as in the case of most Shorthorn cows, is fully capable of giving her calf all it needs. If you buy a young calf without its mother, it will need a nurse cow — one that will give four to five gallons of good milk a day. Your calf must have this milk if he is to develop to his maximum ability. Most calves can be weaned satisfactorily at nine to twelve months of age and will do better for it, consuming more grain as their appetites increase.

Your calf should be handled young. Break him to lead by putting on a rope halter and tying him for a half hour in his stall. Repeat this a few times, scratching and handling him gently. Never startle him. Make your movements slowly and easily around him until he is accustomed to you. Keep your voice gentle and low. Never shout. Lead him to nurse his mother or nurse cow. He will learn to lead quickly as you are always headed in the direction he wants to go. After two weeks or a month of this kind of treatment, you can start to train him to stand correctly with his feet squarely under him and his head up. Also lead him to different places other than his regular routine. Remember always to be quiet and never

**PRIDE OF
OWNERSHIP
ASSERTS ITSELF
WHEN YOU DRESS
UP YOUR STEER**



● To soften the hair and insure the destruction of skin parasites, a weak solution of dip should be applied after rinsing out the soap.

● This boy is applying dip water through a hose, although a bucket can serve just as well. Follow the directions on the can.

● Using the flat back of a Scotch comb, work all surplus dip out of the hair by pressing it flat against the body and pulling down.

● A clean steer has a bright, healthy look that repays the owner for all necessary effort. You can almost see them shine.

● Next, flatten the hair by "sleeking" it down with a brush while still damp. This prepares it for marking or curling, whichever follows.

work him until he is tired out. A little scratching along his back and over his crops — just behind his shoulder — will give him more confidence in the fact that you will never harm him. Eventually he will think you are a pretty swell fellow.

Regularity is the best keynote to health. Nurse him twice daily and feed three times daily at as near the same time as possible. This is very important.

The feeding system at Oklahoma A. and M. College uses about the same ration from beginning to end, making very little if any noticeable change at any time. One of the most important things is to keep the feed clean and sweet at all times and to keep the feed-box scrupulously clean. Here are feeds and the proportions of each, of which Arthur McArthur makes use for his ration:

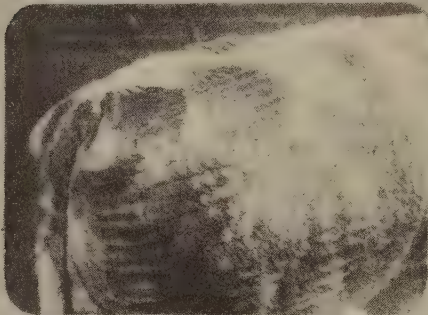
(By measure)

5 parts rolled oats	$\frac{3}{4}$ part rolled barley
$1\frac{1}{2}$ parts wheat bran	$\frac{3}{4}$ part cooked barley
1 part corn chop	1 part silage or alfalfa leaves

The above dry grain, or everything except the cooked barley, first must be mixed thoroughly. After this is done, add the cooked barley and water sweetened with brown sugar or a little molasses. Mix again thoroughly, until the mixture is turned at least five times in all. This will make a clean smelling, fresh, bulky feed that your

Argentina Short-horns exemplify the uniform superiority that has made them favorites on the pampas. Over two-thirds of all the cattle in the Argentine are Shorthorns.





● Straight even lines of a well-marked steer. These lines are made by pulling a marker with four rows of teeth from back to front, "setting" the hair.



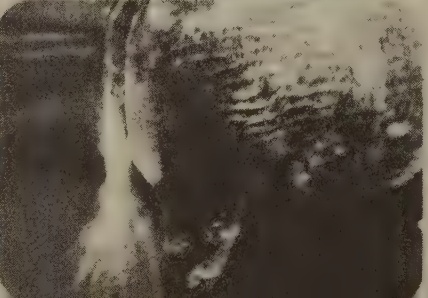
● Next use your brush and Scotch Comb to pull up the hair. Start low, from the belly, and against the natural direction of the hair.



● Here the hair is standing out from the body and is becoming soft and fluffy as it dries. It is important to continue brushing until dry.



● Brush out the tail by brushing the strands away from your hand a few at a time. A large fluffy tail bush helps to balance your steer.



● See how the quarters have been widened by brushing straight out. This is how a well dressed steer should look from behind.

The auction of the International Grand Champion steer at Chicago always draws a capacity crowd and indicates trend in prices. Here is the 1946 International grand champion, a Shorthorn, going to the highest bidder at \$10.50 a lb., an all-time International record.



Auctions have become a popular and effective avenue for the buying and selling of purebred Shorthorns. Definite and restrictive rules recognized by the American Shorthorn Breeders' Association protect both buyer and seller at state and national sales sponsored by Shorthorn associations.



steer will relish. It is designed so that he will not eat more than his digestive system can handle. Cattle are constituted to eat bulky grass and hay, and the bulk of any concentrated grain feed must be supplied by some artificial means. In this ration it comes from bran, rolled oats and barley as well as the cooked barley, which swells nearly double in size. Silage also serves to give a ration bulk and succulence.

Because of their bulk and palatability, rolled or crimped oats and barley are to be desired. If they must be ground, grind them coarsely

Brightest Stars of the

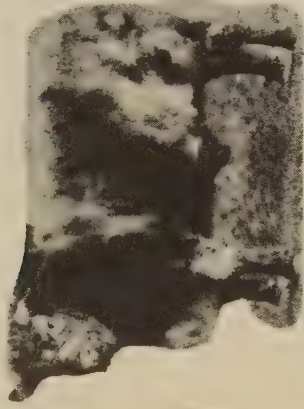
Breed



RESERVE GRAND
International 1940



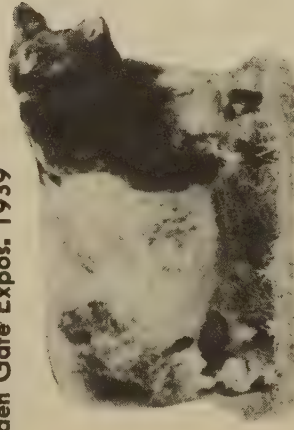
GRAND—International
1946



GRAND—International
1945



RESERVE GRAND
Golden Gate Expos. 1939



GRAND
Canadian Royal 1938



RESERVE GRAND
Fort Worth 1938

Proper Feeding, Care and Management Were the Steps That Made These Steers Stars

The modern type Shorthorn is a potent source of supply for inter-breed champions and has invariably provided the most spectacular of all winners. Shown here are a few Shorthorn grand or reserve champions over all breeds at the largest shows on the continent in recent years. In every instance they have commanded the attention of the entire show and were given more than the usual amount of publicity.

These demonstrate the shortness of leg, compactness of body, straightness of line, smoothness of flesh, and the pleasing head and eye that it takes to get to the top in strong competition. They are the result of following meticulous rules of feeding, fitting and training, similar to the instructions given in this book.

Shorthorn steers are the popular type today with cat-

tle producers. They offer the utmost individual performance with a frame roomy enough to put on superior weight for age and extra profit producing gains. Because of their natural greater weight at any given age, easy handling, easy feeding dispositions they are easy to work with.

To encourage owners of good Shorthorns to pick better calves for steers and to get them to the top in competition with other breeds at major shows, an extra bonus of \$1,000 has been established by the American Shorthorn Breeders' Association for the exhibitor of a Shorthorn steer adjudged grand champion over all breeds at the Chicago International, Kansas City Royal, Fort Worth or Houston Fat Stock Shows, and the Denver National Western.

REMEMBER SHORTHORNS — BEST IN EVERY WEIGH!

RESERVE GRAND
International 1946



GRAND
American Royal 1944



RESERVE GRAND CLUB STEER
International 1945



GRAND-CLUB STEER
Fort Worth 1942



Note the beautifully marbled eye of beef from Robin Hood, reserve grand champion steer over all at the 1940 Chicago International. The normal outside layer of fat is not excessive, and the even marbling makes for tenderness and flavor. The roomy frame of the Shorthorn cannot be surpassed in its ability to put on weight where it counts most—in the loin and rib cuts—which bring 43 percent of the total financial return from the carcass.

but at best they are dusty and chaffy while the rolled oats and barley are clean and flaky. The corn should be shelled and coarse-ground. The above feeds can be produced on most farms and bran may be secured at all feed dealers. Do not wet the mixed feed so much that it becomes sloppy, just coolly moist. A little experimenting will give you desired results.

A choice grade of alfalfa hay, not to exceed approximately two pounds, should be fed in the bulk after the morning feed and the same amount of prairie hay should be fed following the evening feed. Just feed them what they will clean up in ten minutes.

The stall should be cleaned out thoroughly and all wet straw and waste material thrown out *in the evening* after the calf has been turned out of his stall. All completely dry straw may be kept in a pile in the corners. This allows the stall to air out and it will be

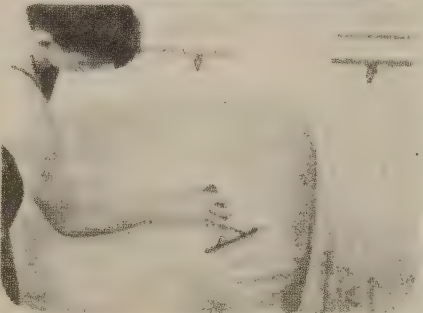
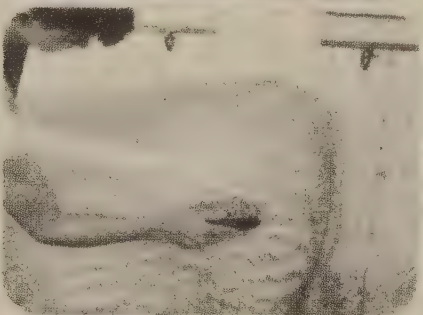
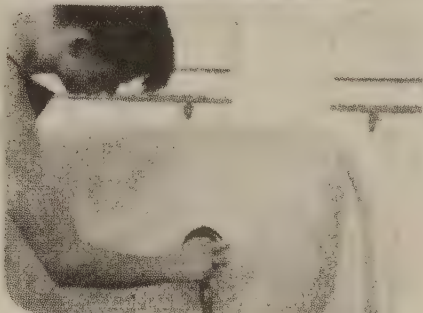
● "Curling" follows much the same system as "marking," with the exception of the round comb, which is used instead of the straight marker.

● By holding as indicated, long wavy marks are made in the hair as the comb is pulled down. Use a loose wrist. This takes practice.

● Brush the ends up lightly. This helps keep the wave in the hair and should precede the use of the Scotch Comb in completing the job.

● Now the Scotch comb is used to pull the undercoat up. This should be followed by repeated brushing until the hair is dry and soft.

● When the coat is long enough, this method is more satisfactory than marking as it gives an animal a more natural appearance.



REPEATED
PRACTICE AND
SINCERE EFFORT
ARE KEYNOTES TO
SUCCESS



*Shown here is nineteen year old Albert Fritzler of Sterling, Colo., with his grand champion group of 3 steers over all at the 1946 Denver National Western Stock Show. They came from a load of 53 reserve grand champion feeders over all breeds at the 1945 Denver show on which young Fritzler netted over \$10,000 profit in 12 months. **YOU CAN'T BEAT SHORTHORNS AS MONEY-MAKERS.***

much cooler on the following day. The next morning, pull your old straw back for the lower bed and shake up new fresh straw over this. Watch how quickly your steer will drop down for a rest when he comes in after a night in the open.

While the calves can be turned in a grass lot when young, they should be kept in a dry lot after they are five months of age. Otherwise they will fill up on grass and will not have room for the grain they need to fatten. A few feeders believe in allowing steers a ten or fifteen minute "bite of grass" in the evening after their grain feed. This may have some value in giving them vitamins and variety. They will not eat much grass in this amount of time, especially after just having been fed.

The calf will eat better, especially at the start of the feeding period if he has company. Two or even three small steers. if the quarters are large enough to be comfortable, will feed together in good shape. The barn, or stall should be quite dark in the summer. This eliminates the flies and your steer will rest much better. The more he lies down in perfect contentment, the greater will be your gains.

The illustrations on dressing up your steer will give an accurate account of the steps involved. Warnings should be given in regard

● Any showman who brings a well-fitted steer into the show ring without sufficient training penalizes that steer's chances of winning.

● A staff should be used only after a calf is completely gentle and has learned that you are not going to harm him. Never beat your calf.

● He will soon learn that the staff is used to indicate that you want him to walk and stand at command. Never walk too far ahead of your calf.

● Teach him to stand with all four feet under him and with head up a little. Be patient and never be rough when teaching him to show.

● Teach him to pose naturally if you wish to attract the judge. Poses like this are much better than forced awkward stances.

MAKE A PAL OF YOUR STEER BY WORKING WITH HIM CONSTANTLY



to the dip solution after washing the steer. The dip must be a weak solution so that the hide and hair will not be burned. The dip acts as a rinsing agent to thoroughly cleanse all remaining soap from the skin and as a germicide. Too strong a dip solution destroys the "bloom" of a coat, without which any dressing job appears "dead looking" and dull.

After dipping and marking, the steer should be brushed until completely dry, always brushing the hair up on the sides. This helps set the direction of the hair and brings out the natural oil from the roots which is directly responsible for the healthy fluffy, bloomy appearance of a properly dressed steer.

On show day *only*, a fine spray of oil applied all over the body of a steer will bring out even more shine and bloom. This oil should never be allowed to stay on the animal long after show time, but should be washed out at once. Otherwise it collects dirt and tends to loosen the hair until it comes out completely. There are a few fly sprays that are light enough to be ideal for this sort of thing. Others use equal parts olive oil and alcohol applied with a spray or a clean rag.

There's nothing like good Shorthorn cattle to get the most out of good grass pasture. The Shorthorn cow's ability to transform farm roughage into both beef and milk is unapproached by any breed. She produces bigger, healthier, and heavier steers because of her abundance of milk which gives calves a head start in becoming prize winners or market toppers.



● Here is a pair of horns on a five months old steer that need weighting so they will grow attractively in a downward, even curve.



● Fasten weights securely, but do not clamp hard enough to injure the shell of the horn. Some weights are equipped with straps.



● Here is a perfect pair of horns as a result of careful weighting. They will continue to grow normally in the present direction.



● In dressing for show, a fine surfaced horn rasp should be used to smooth off rough surfaces found on the shells of all horns.



● Complete by using a horn scraper. This will leave a soft waxy looking horn, ready for an application of oil with a cloth or spray.





These Shorthorn feeders, grand champions over all at the '46 Denver National Western, shown by the Winkler Sisters, Castle Rock, Colo., hold the world's record to date as the highest priced feeder calves. They sold at 47c a lb., weighed 475 lbs., and brought \$223.25 per head. Feeders of another breed of the same age, although selling at 50¼c a lb., weighed 71 lbs. less to total \$204.01 per head. REMEMBER — you sell beef by the pound and YOU GET MANY MORE POUNDS WITH SHORT-HORNS.

Fresh water should be before the calf at all times, or if this is not possible he should be watered at least three times daily, five or six in real hot weather. The feed bunk should be built close to the ground so that he has to reach down for his grain. This keeps his back strong and is the way nature intended he should eat.

We have observed over a hundred different methods to feed steers. To give you more than one would tend only to confuse you. This method has been found to work and to produce champions. It is true that many rations that differ in content follow the same basic rules of balance, palatability and bulkiness. Theoretically, they differ only in substitutions which may be necessarily imposed by prevailing conditions.

The natural characteristics of modern Shorthorns make them ideal feeding subjects. Their quiet, easy-feeding disposition, their ability to outgain other breeds of beef cattle and their general adaptability to all conditions establish them as the most profitable cattle to breed or feed. Consequently, Shorthorns are the most plentiful cattle in the entire world.

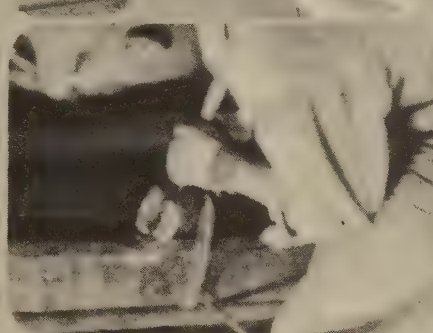
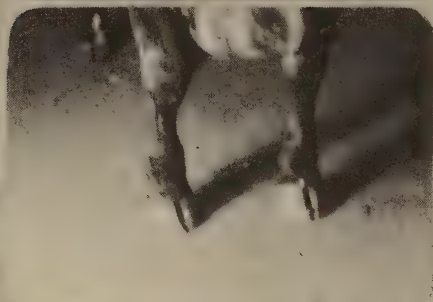
● Attention must be given to the trimming of hoofs, if the animal is to walk and stand correctly. These feet need trimming at once.

● Stocks are ideal equipment for trimming feet. They merely support the steer. Do not raise him in the air. Then secure the foot.

● After taking the outer rim of the hoof off with hoof pinchers (see above), use the chisel as indicated to pare down the sole of the foot.

● Use a rasp to smooth off the edges after the use of pinchers and chisel. Be sure not to trim too closely with either pinchers or chisel.

● The left foot has been trimmed. See how squarely the steer stands on this foot and how neat and trim it looks. All four feet should look like this.





Ideal type, heavy-boned, rugged conformation, and unusual quality, characterize this Grand Champion Shorthorn bull at the 1946 Chicago International, undefeated wherever shown in '44, '45 and '46. Without sacrifice of quality, modern Shorthorn bulls supply substance and size in steers along with the ability to mature early into choice cuts of beef. These qualities produce greater net profits and heavier gains for both Cornbelt feeder and range producer alike.

Faced with increasing problems of soil erosion, America is finally waking up to the vital necessity of adopting established systems of soil conservation. This gigantic and important task will rest upon the shoulders of our boys and young men who have their entire lives before them. The value of our land fifty years from today depends upon the farming programs you young men learn and pursue. Our farms today need thousands upon thousands more acres of temporary and permanent pasture.

It is in the efficient, profitable utilization of these grasses and other farm roughages that America has her greatest need for herd units of modern beef cattle. The need for cattle that will raise calves that can be made to weigh from 800 to 1,050 lbs. at twelve months of age when fed for the market is unlimited. Figured at \$10.00 per cwt., these calves return \$80.00 to \$105.00 for the grass and roughages consumed by their dams and the grains upon which the calves were fattened. Add to this the market value of a good Shorthorn cow after her breeding usefulness has been completed. Now realize that fully three-fourths of the feed consumed would have been entirely without cash value had it not been converted into beef. Our purebred breeders are selling calves at an average of over fifty per cent higher values than top market prices now

● By the time of your local fair or national exposition your steer should be so well-trained that he will respond to every demand.

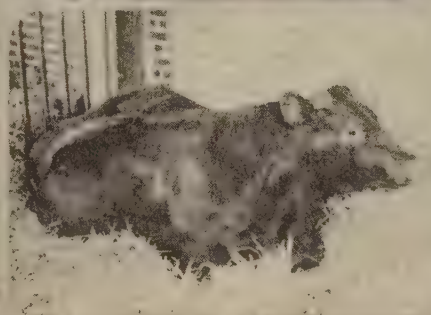
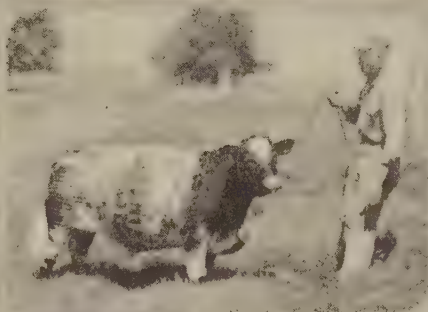
● A well balanced, thick-fleshed example of a steer that is ready for the hottest competition. He is well worth months of devoted effort.

● Here is the way a well-trained steer should walk. Briskly, with head up, he commands the attention of all who see him move.

● Back in the stall, where a deep bed of straw invites a long rest. Coolness and semi-darkness are also essentials to any stall.

● The more they are down in the straw, the more they gain. No steer will put on gains like a Shorthorn. Just feed them once and agree.

THE GLORY OF WINNING A CHAM- PIONSHIP IS A JUST REFLECTION OF HOURS OF PATIENT EFFORT





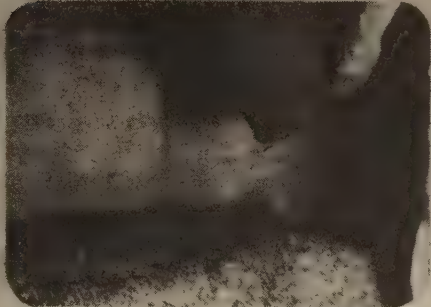
Sni-A-Bar Control and Princess Susanna, undefeated grand champions over a three year period at the nation's major shows. These are ideal types—male and female—in the purebred Shorthorn industry. The production of top selling commercial beef animals is based on the mating of choice quality, rugged, purebred bulls with high-grade females. For the highest quality in purebred breeding, the best should always be mated with the best.

being paid for commercial steers. Yet they always have the basis of meat value for surplus stock not sold for breeding purposes.

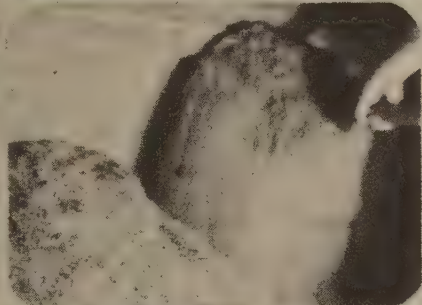
Probably the greatest single factor in the tremendous popularity of Shorthorn cows throughout the farming regions of America originates from their ability to produce milk in good quantities. This inherent characteristic enables the thrifty farmer to increase his farm income through the sale of milk and butter or in providing these life essentials for family consumption. Remaining cows can be called upon to raise two calves efficiently.

You have a neighbor who breeds Shorthorns and he can show you much more than we can tell you. If you do not know his name, write The Shorthorn Club or the American Shorthorn Breeders Association, 7 Dexter Park Ave., Chicago, Illinois and they will be glad to send you complete lists of breeders by States.

● Pouring on the sweetened water after the cooked feed has been added. You can see the darker color of the cooked barley at the top.



● Careful mixing eliminates wrong proportions. Be sure to turn your feed at least five times in all. Do not get feed too wet.



● Place the feed in a low bunk so that the steer will have to reach down for it. Feed bunks should be made movable for best results.



● One taste convinced this fellow that it is "mighty fine". Clean boxes and palatable, fresh feed are essentials to successful feeding.



● There is something about watching a good steer eat that gladdens the heart of any feeder. "A good appetite is an accurate barometer of health."



There are thousands of farms in the cornbelt that can be made more profitable with small units of Shorthorn cows like these shown here. These are just ordinary grade cows that were purchased by the South Dakota State College to show the value of good breeding. They had the good milking qualities of all Shorthorns.

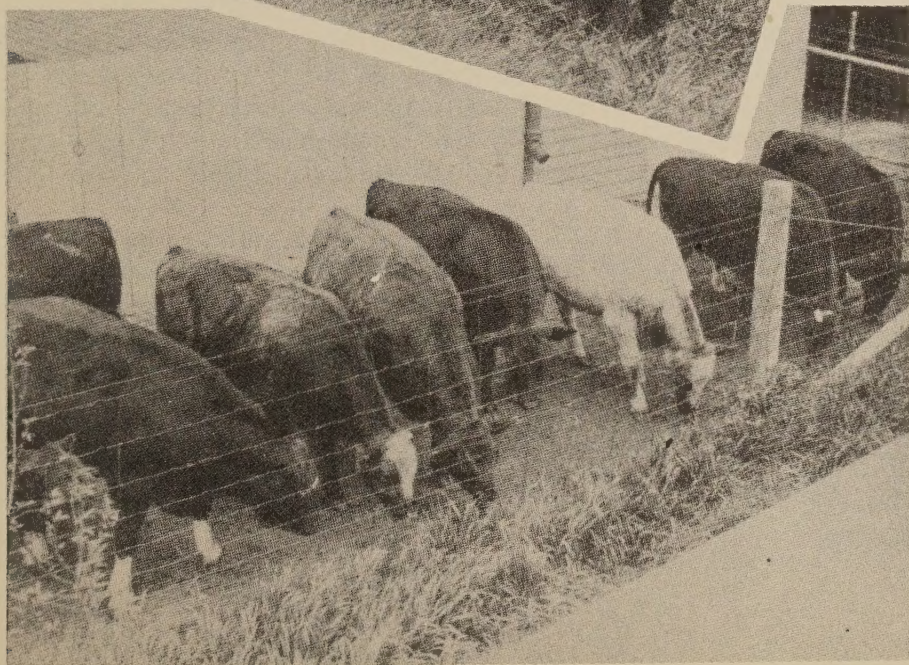
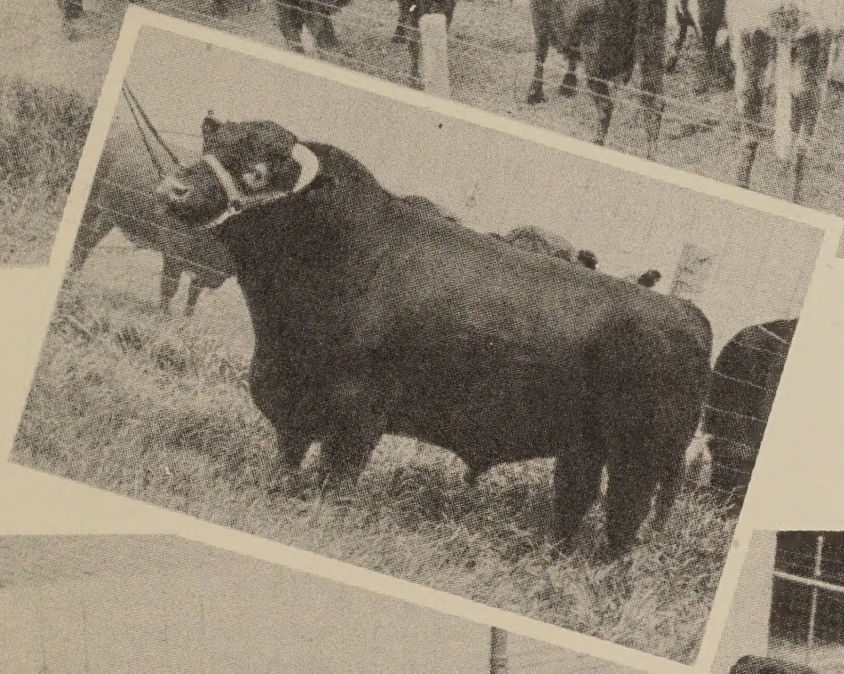
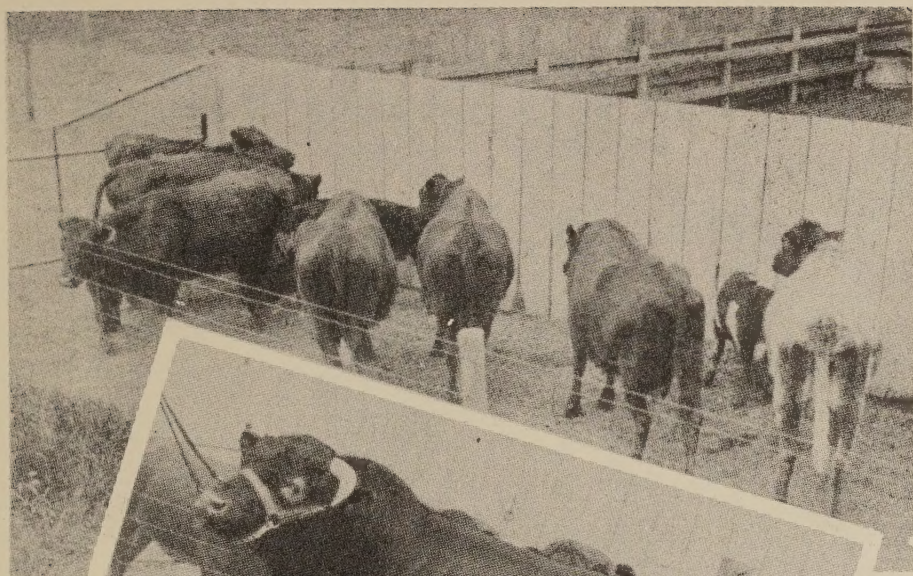


They were mated to this purebred sire, the kind of a bull that can be purchased from your neighboring Shorthorn breeder at a very reasonable cost. Most Shorthorn bulls used under these conditions will return from \$20.00 to \$40.00 more per calf through higher selling calves, either as feeder calves or fat cattle. A good sire is a profitable investment.



Here are ten-months-old calves from the above cows and sire. There is a constantly expanding demand, both on the market and from the feedlot, for steers and heifers of this kind. Produce them on your farm in small units. Milk the cows and double up on the extra calves. You will find it pays.





PROOF OF THE PUDDING



Here is a county group of Shorthorn steers and their young exhibitors from Garber, Okla., where some really notable champion steers have been fitted and shown. In this group is a boy who was the first winner of the \$1,000 offered by the American Shorthorn Breeders' Association for a Shorthorn steer reaching the grand championship over all breeds at a major show. His steer was grand champion over all at the 1944 American Royal Livestock Show at Kansas City. It sold at \$4.25 a lb. and with prize money, brought the enviable total of \$8,847.50. The methods for producing champions given in this booklet have influenced the fitting of every one of these steers.

What boys and girls can do with high aims, good judgment, and plenty of hard work was dramatically evidenced in 1946 when more Shorthorn steers went to the supreme awards over all breeds at county, state and national shows than at any time in the history of the breed, and most of them were fitted and shown by boys and girls. Back of it all was a story of strong purebred Shorthorn bloodlines, and of vision and genuine know-how on the part of the youthful exhibitors. In many instances the steers were sired by International grand champion bulls or others equally high in rank in the showring parade.

Membership FREE to Juniors

To encourage a start in purebred Shorthorns, the American Shorthorn Breeders' Association offers a complimentary membership to youthful raisers of Shorthorns under 21 years of age. This enables you to record and transfer your Shorthorns at one-half cost and all it requires is the completion of a special application blank. *Write for yours today.*

If you are over 21 and breeding purebred Shorthorns you are going to want to be a full fledged member of this organization with full voting privileges. Benefits far outweigh the cost. Life membership is \$10 with a dollar each year in dues. You have full voting privileges, are entitled to the full reduced registry and transfer fees, your name goes on the list as a source of supply sent to all prospective buyers, and best of all the money is put to work finding new friends for Shorthorns.

The American Shorthorn Breeders' Association now has the fastest growing membership of all beef breeds with 8,962 new members added in the five years ending in 1946.

WRITE AT ONCE for full particulars and application blank. There is no obligation to you for this information.

Keep up to date on news and trends of the breed. **SUBSCRIBE TO THE SHORTHORN WORLD**, published twice monthly — \$1 for one year — \$2 for 3 years.

Address THE SHORTHORN CLUB

7 Dexter Park Ave.

Chicago 9, Illinois

(Mention This Booklet When Writing)



